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PRODUCE  
AND  
CONSERVE

SHARE  
AND  
PLAY SQUARE



# SALES PROMOTION

## PROGRAM



# NO-POINT LOW-POINT FOODS



FOOD FIGHTS FOR FREEDOM PROGRAM

## SPRING 1944

*Sponsored by*

WAR FOOD ADMINISTRATION AND OFFICE OF PRICE ADMINISTRATION  
IN COOPERATION WITH THE OFFICE OF WAR INFORMATION

PREPARED FOR THE FOOD FIGHTS FOR FREEDOM PROGRAM WITH THE COOPERATION OF THE WAR ADVERTISING COUNCIL

MAY 1944

# Outlook

## FOR '44

### SUPPLY

Tremendous increases in food production by farmers and processors have made it possible to meet most of our military and other strategic needs and still keep the wartime civilian food supply at full pre-war size.

Civilians in 1944 may look for large supplies of cereals, potatoes, soya products and peanut butter. Meat will be rationed at about the same rate as last year. There will be about the same amounts of fresh fish and poultry. Fluid milk supplies will be about the same. Some dairy products will be more plentiful, others less. Fresh citrus, dried prunes and raisins will be more plentiful. Increased acreage should result in more fresh vegetables and about the same canned supplies. Eggs and sugar will continue in about the same supply. Coffee, chocolate, and tea supplies will improve.

With increased national income, however, people will be willing and anxious, as in 1942 and 1943, to buy more food than will be available.

Winning on the food front of the war depends on making the best use of our total food supply. For the individual family that means choosing the right foods to keep its members fit. It also means sharing the total supply with our armed forces, our allies, and the liberated peoples and playing square with food here at home. To bring about fair sharing; to play absolutely square with foods, it is important that all of us plan and act to make full use of the no-point foods, the low-point foods, the seasonally abundant foods. I understand that the program outlined for the food trades in this book will help all of us to do these things. By so doing it will help win the battle of food.

*Marvin Jones*

War Food Administrator



### RATIONING

I think I know something about the headaches rationing gave you in 1943. I know too that in spite of the headaches, it's you grocers who have made the program work for the protection of your customers and yourselves.

In 1943 we were able to simplify a good many regulations and procedures. They were small changes in themselves, but pretty important taken all together. Some of the best ideas came from you, and I hope you'll keep on sending them along to us through your associations and your OPA District offices.

If we can, we want to eliminate a lot more red tape and paper work for you in 1944. The operation of anything as complicated as rationing and price control will never be completely simple, and we're pretty sure to make mistakes now and then, but I think you're going to find the program a lot easier to live with next year.

The token plan is going to help. When you get all the facts, I'm sure you'll agree that it's going to save you plenty of time, money and annoyance by cutting down the number of ration stamps you have to handle.

Will there be more — or fewer — foods rationed in 1944? We're certainly anxious to get things off the ration list as soon as we can. But I can't make any promises on that. We in the OPA don't decide what will be rationed. Our job is to distribute as fairly as we can whatever scarce supplies are allotted to us for rationing. And how much we get depends on what happens on the battlefronts.

Can you count on prices — and your own cost of living — being pretty much the same in 1944? Well, you can be sure that we in the OPA will do our best to hold the line. But no government agency alone can guarantee that the dollar you earn will still buy the same amount — or more food, clothing and housing for your family next year.

Victory in this fight depends on other important factors, and one of those factors is the American grocer. It's up to you to make price control work for your own protection and the protection of your customers just as you have made rationing work. The success of price control is an *individual* responsibility. If the majority of grocers continue to refuse to pay higher than legal ceiling prices for the merchandise they buy, if they refuse to charge higher than legal ceiling prices, if they work with their Local Board Price Panels and their customers in a neighborly, cooperative manner, then we will have gone a long way toward heading off an inflationary period which could eventually rob us all of the security our men in uniform are fighting for.

*Chute Brube*

Administrator,  
Office of Price Administration





# Why

## ~~THIS PROGRAM?~~ *Sales Promotion?*

As you read these words, there's a hungry, dirt-caked lad, crawling out of a fox hole in a hot, mosquito-infested jungle. He's headed for mess back of the lines. Another lad takes over. Food, a snatch of rest . . . then the first lad returns to his post of duty.

Mister, when that lad, and thousands of his buddies, pull tired, bruised bodies into the mess line, all of us have got to make sure they get plenty of food. So far you've been turning in a swell job, but mister . . . the months ahead are vital ones. Some foods will continue short in supply, but many foods will be relatively plentiful . . . and we as a nation have got to eat more of what we have . . . in short, we've all got to Share our Food and Play Square with our Food.

That's the reason for this sales promotion on NO-POINT LOW-POINT FOODS. It's an integral part of the 1944 Food Fights For Freedom program. The first-quarter promotion will emphasize NO-POINT LOW-POINT FOODS, because this is a practical way of sharing and also because this will fit naturally into your regular merchandising program. The objective will be promoted through other media as well as this retail store effort. Read on, mister, there's a job to be done and we know you will pitch in wholeheartedly.





# "All-out"

## DRIVE ON NO-POINT LOW-POINT FOODS

There are 30 million American families to be kept in fighting trim. In your community you are looked up to as the one to see that it's done.

Sure it's a job with some of your old "standby foods" missing from your stocks. Sure, some other foods are scarce, hard to keep in stock. And you're short of help, and customers with more money to spend for foods are putting the pressure on you.

To help you beat these problems, is the purpose of this big sales promotion program on low-point foods and foods which require no points. It will help you, and help your customers too. How?

Fortunately America has adequate supplies of scores of good things to eat. Trouble has been that all too many people don't realize this. Listed here are just a few of these NO-POINT LOW-POINT FOODS. Note, too, that many of these NO-POINT LOW-POINT FOODS are ideal for promotion during the Lenten Season. In addition, from time to time there will also be promotions of Victory Food Selections—the seasonal and sectional plentiful food promotions initiated by the Food Distribution Administration. All of these commodities should be forcefully brought to people's attention. This "all-out" drive is going to do just that. Read on, you're in for a lot of "good news".

### GRAIN FOODS

Bread, Wheat and Rye  
Flour, Enriched or Whole  
Wheat  
Cereals  
Soya bean products,  
including Flour, Grits  
and Flakes  
Biscuits and crackers  
Macaroni, spaghetti and  
noodles

### SPREADS

Citrus marmalade  
Peanut butter

### VEGETABLES AND FRUITS

Dried soups  
Grapefruit juice  
Canned Green and Wax  
Beans, Carrots, Spinach  
Frozen vegetables (except  
Corn, Peas and Lima  
Beans)

### FRESH FOODS

Oranges and Grapefruit  
Potatoes—Sweet and  
White  
Fresh fruits and vegetables  
(as available)

### POULTRY PRODUCTS

Eggs

### BEVERAGES

Coffee  
Tea

Note—This is merely a suggested list of the foods that will likely be available in fairly plentiful supply (at the time this book goes to press). Naturally the list is subject to change, deletion, or addition sectionally or nationally, or otherwise, because it is so difficult to forecast the foods that may be available in plentiful supply in any particular locality, even a few weeks in advance.





# How you

**CAN HELP IN**

## **THIS WARTIME PROGRAM**

All you need to do is to tie in with this big sales promotion. You will get all the "tools to work with" and they won't cost you a penny. Everything you need is **FREE!**

(1) We'll promote and help you to promote the more plentiful foods . . . the very ones available to you in good supply.

(2) We're going to focus your customers' attention and thinking on the **NO-POINT LOW-POINT FOODS**. Not for one or two weeks, but for two solid months.

(3) You will be given the opportunity, and the material, to make your store the *hub of customer traffic*. And all this sales producing material is **FREE**.

(4) Families have greater purchasing power. Many things they'd like to buy are off the market for the duration, so they have more money to spend for food.

Read on—this is only the beginning of the "good news" crowded in these pages for you.







# Facts

## YOU SHOULD KNOW

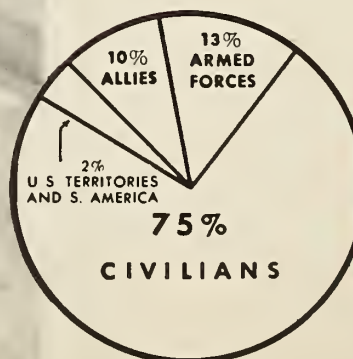
75 percent of our country's total 1944 supply of food is earmarked for people right here in the U.S.A.

13 percent of the total supply of food from October 1, 1943 through September 30, 1944, is scheduled for the armed forces and war services; 10 percent to our fighting allies, 2 percent to other United Nations and friendly neighbors in this hemisphere.

On the basis of the goals for this year, food production in 1944 is expected to *exceed* 1943's bumper production by 4 to 6 percent. There will be adequate supplies of cereals, potatoes, soya products and peanut butter. Meat will be rationed at about the same rate as in 1943, with more pork and less beef. Fresh fish and poultry supplies will be about the same. Fluid milk supplies will be about the same, with more evaporated milk and less butter and cheese. Canned fruits will be scarcer, but fresh citrus, dried prunes, and raisins will be more plentiful. The expected increase in acreage should provide more fresh vegetables and about the same amount of canned supplies. Egg and sugar supplies will continue about the same. Coffee, chocolate, and tea supplies will improve.

Baked goods, including bread and crackers, will be in abundance during 1944.

And most of these foods are ideal for promotion during the Lenten Season, giving additional impetus to this program. Read on.





# Y*our* CUSTOMERS WILL BE TOLD

This big sales promotion program will be geared to reach every family in America. Hard hitting, easy to read facts, that will help people to buy more and eat more of the NO-POINT LOW-POINT FOODS will appear in newspapers.

Local radio stations, up and down the country, will beam into millions of radio homes, interesting and action-compelling messages about buying and eating the NO-POINT LOW-POINT FOODS. The very foods that you will have in stock in your community.

Food Distribution Administration offices of the War Food Administration are supplying information on locally abundant supplies to press and radio outlets from 20 points over the country. A similar service is supplied by many state and municipal market agencies. Commodities in most abundant supply are designated, nationally or regionally, by the Food Distribution Administration as "Victory Food Selections". These activities afford widespread promotion locally for many of the items you will want to feature in your own sales promotions.

Big 24-sheet billboards will flash the story about the need for people everywhere to buy more and eat more NO-POINT LOW-POINT FOODS.

Food advertisers will hammer away in their ads this same story. Everything to spur action—speed customers to your store, will be put to work.

Most important of all will be colorful promotional material at the point-of-sale—posters and pennants right in the store. Mister, now take a look at the next pages of "good news" for you.







# FROM COAST

MILLIONS WILL READ

# TO COAST

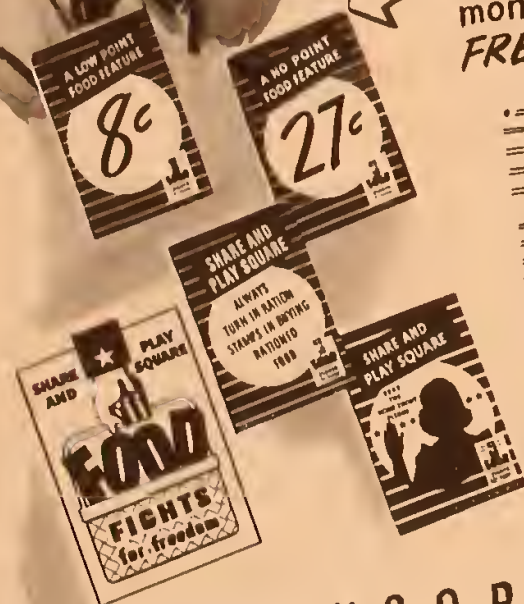
THESE NEWSPAPER ADS

This Week He's Featuring



**No-Point  
Low-Point** foods

Look for these posters featuring Foods that save you points and money in his "FOOD FIGHTS FOR FREEDOM" event.



SPONSOR'S NAME



**THANKS, LADY,  
FOR HELPING US  
KEEP PRICES  
DOWN!**

See how your cooperation on ration points and ceiling prices has saved your money during the war!

*Compare!*

PRICES IN <u>LAST WAR</u>		OUR PRICES <u>NOW!</u>	
COFFEE	WAS 49¢/lb	00¢	11-11-11
SUGAR	WAS 26¢/lb	00¢	11-11-11
PORK	WAS 80¢/lb	00¢	11-11-11
BREAD	WAS 14¢/lb	0¢	11-11-11
POTATOES	WERE 10¢/lb	0¢	11-11-11

MERCHANT TO FILL IN.....!

SPONSOR'S NAME



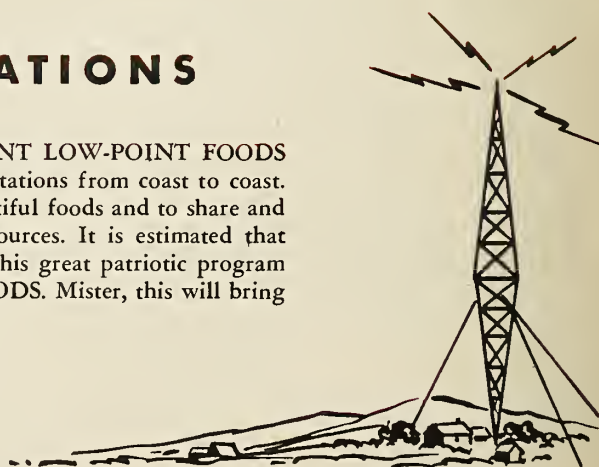
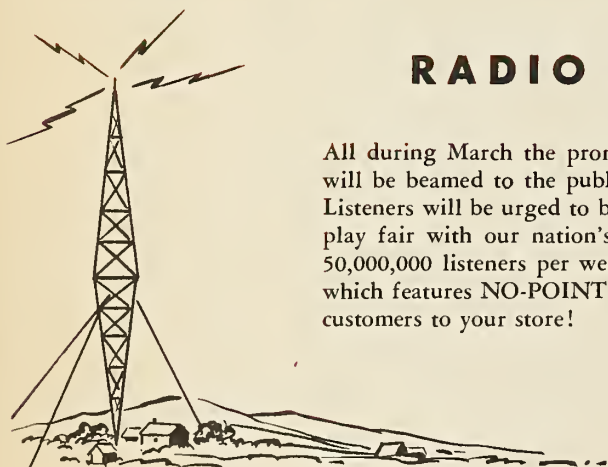


# BILLBOARDS and RADIO too!



## RADIO ALLOCATIONS

All during March the promotion of NO-POINT LOW-POINT FOODS will be beamed to the public over 900 radio stations from coast to coast. Listeners will be urged to buy these more plentiful foods and to share and play fair with our nation's precious food resources. It is estimated that 50,000,000 listeners per week will be told of this great patriotic program which features NO-POINT LOW-POINT FOODS. Mister, this will bring customers to your store!





# Action station

## IS YOUR STORE

A complete kit of display material is ready now to make your store the "action station" in your community and to key your store into all this activity. And it's absolutely free. To get this "Food Fights For Freedom" kit, all you need do is send in the order blank you'll find in this booklet.

Here's what the kit contains:

- A colorful poster for your store
- A sign for your window
- A big double-face banner for over-the-wire display in your store
- Double-face pennants... some imprinted with names of the NO-POINT LOW-POINT FOODS, others blank for your own suggestions
- Display cards
- Price tags with spaces for you to insert your prices
- Lapel badges for you and your personnel to wear on their coats or smocks

Everything you need to dress up your store to make it the "action station" in your community. Don't delay, be the *first* store in your neighborhood to tie in with this food promotion. For a preview of this material turn to next five pages.







# STORE DISPLAY

IT'S ALL FREE! ORDER YOUR

# MATERIALS

SUPPLY RIGHT NOW!

USE THE HANDY  
ORDER BLANK  
INSERTED IN  
THIS BOOK-



## WINDOW SIGN

This colorful sign, size 28" x 10 1/2", should be posted promptly on store windows to inform customers of this patriotic program. This sign is printed one side only.



## OVERWIRE BANNER AND PENNANTS

The big banner is printed double face and measures 52" x 14". It should be suspended over wire crosswise of store. The pennants are likewise double-faced and measure 11" x 18". They should be hung on either side of the banner.

Featuring  
**NO-POINT LOW-POINT FOODS**



## LAPEL BADGES

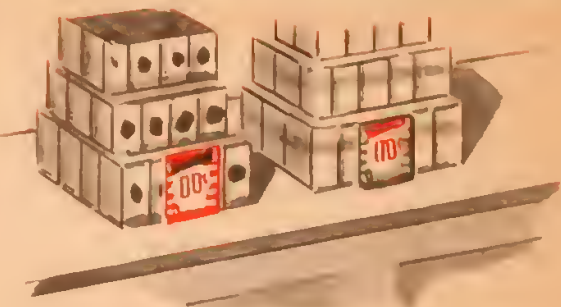
There are four of these colorful lapel badges in each kit—each measuring 2 1/4" x 2 1/4", and each printed two sides. Clerks should put a string through the hole to suspend from lapel.



## PRICE CARDS

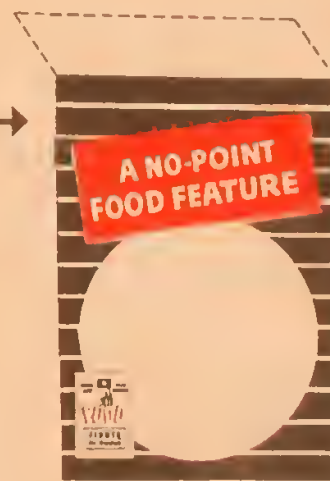


Use the six price cards to merchandize a few of the best NO-POINT LOW-POINT food values. These price cards measure 5 1/4" x 5 1/4" and are printed one side only.



## DISPLAY CARDS

The three "tuck-in" display cards are designed for use on mass displays of NO-POINT LOW-POINT features. Size 10" x 14", these display cards are printed on one side only—merely fold the card across top and use.



## ALL TOGETHER IN ONE HANDY KIT



## STORE POSTER

This attractive poster is for use inside the store. Measuring 20" x 28", it will inform customers that the store is cooperating by observing food regulations—thus helping to keep the home front pledge. Display this poster prominently.





*Free!*

# DROP-INS

## FOR YOUR NEWSPAPER ADS

### SEND FOR THEM TODAY!

#### WE ARE COOPERATING

WITH THE 15,000,000 WOMEN WHO ARE KEEPING THE HOME FRONT PLEDGE



★ WE COLLECT RATION POINTS FOR ALL RATIONED FOOD

★ WE SELL AT CEILING PRICES OR LESS

SHARE AND PLAY SQUARE



BUY NO-POINT LOW-POINT FOODS

"DROP-IN" AD NO. 1 — 2"x60 LINES

#### Now! IS THE TIME TO BUY NO-POINT LOW-POINT FOODS

Come! See our grand selection of NO-POINT LOW-POINT FOODS. Buy these good things to eat ... it's one way you can Share and Play Square with our Country's precious food supply!



"DROP-IN" AD NO. 4 — 2"x28 LINES

#### TODAY BUY NO-POINT LOW-POINT Foods!

Share and Play Square with the Nation's food supply ... buy NO-POINT LOW-POINT FOODS! You'll be surprised at the wide variety you can get for few ration points!

SHARE AND PLAY SQUARE



BUY NO-POINT LOW-POINT FOODS

"DROP-IN" AD NO. 6 — 2"x28 LINES

#### SHARE AND PLAY SQUARE



#### BUY NO-POINT LOW-POINT FOODS

There is enough food for all if we Share and Play Square with the available supplies. One way to do this is to buy NO-POINT LOW-POINT FOODS. We have a good selection of these — see them — see how many points you can save. Know too, that you will be helping our boys on the fighting front!

"DROP-IN" AD NO. 2 — 2"x60 LINES

#### SHARE AND PLAY SQUARE



#### Buy NO-POINT LOW-POINT Foods!

Here's a good way to save ration points and serve some grand nourishing meals ... buy NO-POINT LOW-POINT FOODS!

"DROP-IN" AD NO. 5 — 2"x28 LINES

#### WHO GETS THE FOOD THAT IS PRODUCED IN AMERICA?

October, 1943 thru Sept., 1944

##### 13% OUR ARMED FORCES



Our Armed Forces and War Services will receive about 13% of our food. And, it must be the right kind of food — available when and where he needs it.

##### 75% OUR CIVILIANS



In the next 12 months, we, the civilian population, will get about 75% of all the food produced. Only after the needs of our Armed Forces and our own essential needs are met, is any food sent to anyone else at all.

##### 10% OUR ALLIES



This year we hope we can send our Allies about 10% of our food. Our military advisers wish we could send more, because food sent to our Allies fights for us.

##### 2% OUR OUTLYING TERRITORIES AND GOOD NEIGHBORS



Hawaii, Porto Rico, Alaska — they have always looked to us and to Canada for food. Central and South American countries need certain kinds of food from us. They send us other kinds of food and important war materials in return. Altogether, these territories and neighbors get about 2% of our food.

SHARE AND



PLAY SQUARE

BUY LOW-POINT NO-POINT FOODS

"DROP-IN" AD NO. 3 — 2" x 95 LINES



#### OFFICIAL INSIGNIA

Available in three sizes: 3/4", 1 1/4" and 1 3/4". Order them for use in advertisements, circulars, bulletins, direct mail pieces, leaflets, house organs and in any other practical manner.

Order your supply of these drop-ins and cuts today ... use order blank in this book.



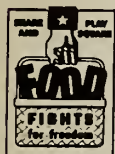


# HEADING AND COPY SUGGESTIONS

## HEADING NO. 1

### MRS. AMERICA, Uncle Sam Asks You To BUY NO-POINT LOW-POINT FOODS!

America has sufficient food for all — if all of us Share and Play Square with the available supply. One of the best ways to do this is to buy more of the plentiful foods. Just come in and see our NO-POINT LOW-POINT FOOD FEATURES! You'll be surprised at



the number and variety of these good things. Buy them and you'll enable your family to eat well — and at the same time you'll be helping to make Food Fight For Freedom!

## HEADING NO. 2

### Right Now...We're Featuring Big Selections of NO-POINT LOW-POINT FOODS

Everyone knows that food is a vital weapon of war — and it is our duty on the home front to make every bit of it count! Yes, we must Share and Play Square with our food resources and we at (store name) can help you do that by offering you grand values in NO-



POINT LOW-POINT FOODS... these are the more plentiful foods that require no ration points, or only a very few. Buy these foods now—help America win on the home front and at the same time discover how many grand meals you can prepare from these more plentiful foods!

## HEADING NO. 3

### COME AND GET 'EM! NO-POINT LOW-POINT FEATURES AT ( NAME OF STORE GOES HERE )

Yes—come, save precious ration points by buying these more plentiful foods! They're all plainly marked as either NO-POINT or LOW-POINT FOOD FEATURES. See the wide variety we offer... see how many tempting meals you can prepare for very few



ration points. Remember, too, in buying these foods you help America conserve its precious food supply and help our boys

on the fighting fronts. Share and Play Square with food—buy NO-POINT LOW-POINT FOOD FEATURES! Come in today!

*Use these suggestions or adaptations of them in your circular or newspaper advertising when not using the Free drop-ins shown on page 12.*



# LAYOUT SUGGESTIONS FOR DROP-INS AND HEADINGS

**HEADING NO.1**  
SEE PAGE 13

**STORE NAME**

DROP-IN NO.1

FULL PAGE AD

**STORE NAME**

WHO GETS

**5 COL. AD**

DROP-IN NO.3

**HEADING NO.2**  
SEE PAGE 13

**STORE NAME**

DROP-IN NO.2

3 COL. AD

**HEADING NO.2**  
SEE PAGE 13

**STORE NAME**

DROP-IN NO.4

4 COL. AD

**HEADING NO.3**  
SEE PAGE 13

**STORE NAME**

DROP-IN NO.5

DOUBLE PAGE CIRCULAR

DROP-IN NO.6



DROP-IN NO.5





# You are

## GUARDIANS OF OUR NATION'S FOOD SUPPLY!

Keep a firm hand on the responsibility that is yours. Give your fullest cooperation to the serious job that faces your country . . . the fair and just distribution of the nation's precious food resources.

Encourage your customers to eat more of the NO-POINT LOW-POINT FOODS. If and when they complain about the high point values of some foods, take time to remind them that the boys on the battlefronts are getting a good share of those foods which would account for the short supply for civilians, hence the high point values.

Build community morale by a friendly explanation of the needs of our armed forces. Surely they'll understand the meaning of "sharing and playing square with food" and be willing to eat the more plentiful foods so that our fighting forces may be well cared for.

Regulations governing the sale of foods are entrusted to your honorable observance and execution. Hold high the trust given you. Respect food for what it is . . . a weapon of war as vital as ships, planes, tanks and guns.







# Help *everyone!*

All of us, particularly you on the food trade front, face a challenge greater than the world has ever known. In plain words, we are literally "our brothers' keeper". Here in America we have that which keeps the spirit of man alive...food. Courage, bravery, stamina, the will to carry on to victory, all these fighting qualities are sustained and heightened by . . . food.

Millions all over the world, fighting men, helpless women and children, plead and pray and look to us for a share of our blessings. And here at home our obligations are great.

We dare not fail them now when victory and peace are so near at hand. "Food will win the war and write the peace." This is more than a slogan. Our generals know this to be a fact. Your help is needed *now*.







*Share and  
Play Square!*

**FOOD  
IS A VITAL  
WAR  
WEAPON**

**-MAKE EVERY BIT  
OF IT COUNT!**



**PRODUCE  
AND  
CONSERVE**



**SHARE  
AND  
PLAY SQUARE**



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